

**THE RHODE ISLAND CONVENTION CENTER AUTHORITY
BOARD OF COMMISSIONERS
MARKETING COMMITTEE MEETING**

December 20, 2011

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on December 20, 2011, pursuant to notice at the Rhode Island Convention Center Boardroom, One Sabin Street, Providence, Rhode Island.

Board members present were Committee Chairman, Dale Venturini, Jim Bennett, Scott Gunn, and Jeffrey Hirsh.

Also in attendance were Jim McCarvill, Betty Sullivan and Kim Keough, RICCA; Tim Muldoon, John McGinn, Arlene Oliva and Nancy Beauchamp, RICC; Martha Sheridan, Kristin McGrath, Kristen Adamo and PWCVB; Steve Habl, VETS; Larry Lepore, Cheryl Cohen and Kaitlyn Bizier, DDC; Michael Nugent, House Fiscal Office; Bruce Leach, Legal Counsel and Eileen Smith, recording secretary.

Ms. Venturini called the meeting to order at 12:35 PM. Ms. Venturini noted that the Committee did not meet in November and the minutes of the last Marketing Committee meeting were approved at the Board meeting in November.

CVB

Ms. Venturini asked Kristin McGrath to begin the PWCVB presentation. Ms. McGrath began the Power Point Presentation. She stated that hotel occupancy is trending up to 2010 and the average daily rate is coming back. Ms. McGrath reported that room nights for Convention Center related bookings show a slight increase for FY12. Ms. McGrath presented highlights of definite bookings that include Emery Waterhouse Market Place, United Water Management Services SENA Conference, Center for Problem-Oriented Policing, the National Association of Public Insurance Adjusters and the American Association of Teachers of French. Ms. McGrath noted tentative or prospects for the Complex include International Test and Evaluation Association, Hanley Wood CONSTRUCT 2014, National Association for Research in Science Teaching and the International Association of Lighting Designers 2013 Annual meeting. Ms. McGrath said that the PWCVB had traveled to the ReJuvenate Marketplace in San Jose, CA. She stated that ReJuvenate is a show where we have the opportunity to meet, by appointment, with meeting planners of faith-based groups. Ms. McGrath noted that the PWCVB conducted 34 appointments. Ms. McGrath reported on other sales activity for the month of November that included a meeting with the Nursing Organizations Alliance, a Washington DC Sales Mission, and an event at Drexel University's School of Hospitality Management. Ms. McGrath reported that site inspections were conducted with Meeting Insites International, National cable Television Cooperative, Northeastern Area Association of State Foresters and Nurse

Practitioners Association for Continuing Education. Ms. McGrath presented the sales process overview to educate the Committee on what it takes to book a meeting or convention. The example that was used was the American Society of Plant Biologists. Ms. McGrath began with the initial contact in April 2009 to the contract signing in December 2011. Ms. McGrath also noted that the PWCVB will attend the August, 2012 meeting in Austin, Texas to answer any questions that the attendees might have about Rhode Island and distribute promotional material.

Ms. Adamo addressed the Committee on the use of electronic media marketing and advertising initiatives. Ms. Adamo reported that the CVB had completed a new destination video and is working with in-house staff to develop an online toolkit. Ms. Adamo stated that an audit of video hits found that the WaterFire video had 1,948 views and the pumpkin carving video had 861 views. Ms. Adamo noted that the next project will be a video tour of the Convention Center.

Ms. Sheridan reported on Public Relations and noted that a New York Media reception was held in November and that Chairman Bennett participated in the event. Ms. McGrath reported that the CVB had worked with Kim Keough and the Convention Center on Project Undercover. Ms. McGrath also reported that the New York Daily News was here for a media visit and the coverage appeared in a wonderful article this month. (A copy of the article is attached). Ms. McGrath stated that Major League Gaming was promoted. She noted that the

event received a great deal of local coverage. Ms. Sheridan announced that the Winter Restaurant Weeks will take place January 15th -28th with approximately 80 participating restaurants.

DUNKIN' DONUTS CENTER

Ms. Venturini called upon Cheryl Cohen to present the Dunkin' Donuts Center report. Ms. Cohen reported that party suites have been sold for Jeff Dunham, Rascal Flatts and Indoor Auto Racing. Ms. Cohen said that the hospitality suite is available for Disney on Ice and all suites are being marketed for the Harlem Globetrotters. Ms. Cohen noted that PSE continues to market the Luxury Suites and at the present time we have two suites remaining for lease. Ms. Cohen reported that ticket sales for Indoor Auto Racing begin the first week of January. A report on media monitoring was presented and discussed. Ms. Cohen reported on total earned media value and the importance of monitoring the number of hits that events are receiving. Ms. Cohen also presented a social media update indicating the progress on reaching the FY 12 goal of 6,000 likes. Ms. Cohen noted that the Jeff Dunham show is nearly sold out and only single seats remain. Mr. McCarvill reported that Ms. Cohen had put a Dunkin' Donuts advertisement on the marquee.

CONVENTION CENTER

Mr. McGinn began the Convention Center's report. Mr. McGinn reported that the 2012 revenue goals for the Convention Center are \$8.7 million. Mr. McGinn said that in order to reach that goal \$1, 234,379.20 in new business is needed. Mr. McGinn reported that the Convention Center had recently lost events the most notable was the Fidelity Holiday Party. Mr. McGinn noted that issues concerning Occupy Providence had a negative impact on Fidelity events but hopefully we will be able to get them back in the future. Mr. McGinn said that losing the events was a huge blow to the facility. Mr. McGinn reported on events that recently signed contracts. Mr. McGinn said that the facility is gearing up for First Night Providence and a Providence College Pre-game event will take place in February. Other events include Tedeschi Food Shops Conference, the Flower Show, Verizon Wireless Sales Kickoff and the International Council on Hotel, Restaurant and International Education. Mr. McGinn announced that tentative events are the International Workers Compensation Foundation, the Northeast Roller Derby Convention, Reebok Global Marketing Meeting as well as a Fidelity PWI meeting. Mr. McGinn reported that the Convention Center sales personnel staff had traveled to Las Vegas to attend the IAEE Expo, Washington, DC with PWCVB, San Jose, CA for ReJuvenile Marketplace and locally at the Brown University Vendor Fair and the MPINE Fall Educational Institute in Falmouth, MA. Mr. McGinn said that there were several site tours in November for prospective business.

Ms. Keough distributed her report on public relations and marketing

initiatives (copy attached). Ms. Keough reported that we were able to get some coverage of the RI Reds Exhibit and unveiling that took place recently. Ms. Keough thanked the Dunk staff for their outstanding work in breaking down the seating area and preparing for the P. Bruins hockey game. Ms. Keough noted that the process was a challenge. Ms. Keough reported great media coverage of the Bay Colony Dog Show.

Lengthy discussion took place regarding Feed 1,000. Ms. Keough stated that volunteers set tables and worked in the prep kitchen the day prior to the event and served over 1,200 disadvantaged people and cleaned up after dinner. Patrick Butler was recognized for putting in several hours of his time. Mr. Muldoon said that he was very proud of all the volunteers and said that Kathy Masino did a fantastic job. Ms. Keough said that the meal was sponsored by a firm from Pawtucket that wanted to feed as many people as possible rather than hold a Holiday party. Many thanks go out to RIPTA for providing transportation, CVS for their health screenings and for providing back packs filled with tooth brushes, etc. and to those that provided coats and jackets, and the volunteers from the City of Providence. It was noted that the event was a big success for everyone involved.

Ms. Keough stated that a street will be named after Dave Gavitt and that invitations will go out to all Commissioners.

Ms. Carter inquired about renovations at the VETS and asked if a tour could be arranged so that the Commissioners could see the progress that has been made. Ms. Venturini suggested that the January Marketing Committee meeting be held at the VETS. After some discussion of dates the meeting was set for January 18th at 12:30.

Ms. Venturini asked if there was any other business. Hearing none she asked for a motion to adjourn. Upon a motion duly made by Mr. Hirsh and seconded by Mr. Gunn it was unanimously

VOTED: to adjourn at 1:45 PM